

Subject: Vision Zero Los Angeles - August 2017 Newsletter
From: Vision Zero LA <VisionZero@lacity.org>
Date: 08/24/2017 01:03 PM
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MONTHLY NEWSLETTER

AUGUST 2017

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Welcome to the Vision Zero Monthly Newsletter!

Read our Second Anniversary press release here. <http://lacity.us13.list-manage.com/track/click?u=bd1bb0f9ad454a1c5a484c0e2&id=e4b620e03b&e=5737537d5f>

Happy Birthday to us! Today is the 2-year anniversary of the signing of Executive Directive #10, which formed the Vision Zero Initiative and directed us to create our 2017 Vision Zero Action Plan. And we've been hard at work this year. We're engaging in community conversations on traffic safety and conceptual design for our Priority Corridors, and we've installed some preliminary Phase I safety improvements along corridors and at intersections throughout Los Angeles. This gives us the opportunity to receive feedback, monitor project performance, and adjust as needed. Now that the school year is here, our Safe Routes to School team is planning new ways to protect our most vulnerable road users as they journey to and from class every day. We're partnering with allies in Sacramento and on the LA Rams to promote safer streets in our neighborhoods. And we're doing all this work with the help of several exciting new staff members who've joined us in recent months. Read on to learn more below!

IN THIS ISSUE:

- * Vision Zero In Your Community
- * Update on AB 390, the Pedestrian Safety Bill
- * Vision Zero in the News
- * Haikus and Street Perfume
- * Meet the New VZLA Staff
- * A Sneak Peak at the New Vision Zero PSA

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VISION ZERO IN YOUR COMMUNITY

Here's where you could find the VZLA team around town this past month: LA's students went back to school on Monday, August 14! To prepare for the new year, on August 9 LADOT's Margot Ocañas participated in an important press conference at Maurice Sendak Elementary School in North Hollywood, reminding parents (and all drivers) to check their speed in school zones and help keep our kids safe. Margot was joined by representatives from AAA (Automobile Club of Southern California) and LAUSD.

To read more about the Safe Routes to School initiative, which helps ensure that our children can travel safely to and from school, click on this link.

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Active Streets LA is proving to be a successful format for participatory planning in South Los Angeles. On July 29, the Active Streets LA Team (LADOT, LA County Bicycle Coalition, and TRUST South LA) engaged 30 residents in the King Park community through community walk and bike audits followed by charrettes. Participants left feeling galvanized and have since followed up about participating in future community engagement processes. On August 5, the Active Streets Team went to the West Vernon community in South LA to canvass door-to-door and invite families to our next Active Streets LA event on August 26, 2017 in the parking lot of the West Vernon Post Office Station from 10 a.m. to 2 p.m. So far we have received 35 resident RSVPs.

[<https://gallery.mailchimp.com/bd1bb0f9ad454a1c5a484c0e2/images/cd519760-a4c2-4686-a6cd-1a40af0d43c2.jpg>](https://gallery.mailchimp.com/bd1bb0f9ad454a1c5a484c0e2/images/cd519760-a4c2-4686-a6cd-1a40af0d43c2.jpg)

AB 390: A COMMON-SENSE TRAFFIC LAW

LADOT is proud to support AB 390, a bill co-sponsored by LA's own Assemblymember Miguel Santiago that is currently being debated in the State Legislature.

[<http://lacity.us13.list-manage.com/track/click?u=bd1bb0f9ad454a1c5a484c0e2&id=c6cd1f7584&e=5737537d5f>](http://lacity.us13.list-manage.com/track/click?u=bd1bb0f9ad454a1c5a484c0e2&id=c6cd1f7584&e=5737537d5f) On August 9, Vision Zero Project Manager Nat Gale attended a press conference calling for the passage of this bill, along with Assemblymember Santiago and City Councilman José Huizar. Bills like these can help shift our culture and system to elevate the safety of people walking on our streets, and reflect that people do walk in LA, every day.

AB 390 would update the California Vehicle Code to better protect the rights of pedestrians. Currently, state laws set a confusing standard for when pedestrians may cross the street. In Los Angeles many pedestrians have been given citations based on this confusing standard, which can discourage people from traveling on foot. Passing this law will clarify the state's pedestrian right-of-way laws and support the practice that everyone learns in traffic school – people driving should yield to people crossing the street.

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VZLA's Nat Gale, CM José Huizar, LA pedestrian Sam Chi, and Assemblymember Miguel Santiago (L to R) call for the passage of AB 390.

VISION ZERO IN THE NEWS: MORE EVIDENCE THAT SPEED KILLS

Vision Zero is a national movement because rising traffic fatalities are a national problem. Perspectives differ on what's causing rising fatalities, but a core component of

the Vision Zero approach is that streets should be designed for safe speeds – because at 40 mph, even a good driver's car can be deadly.

A new study from the National Transportation Safety Bureau provides even more evidence of the link between speed and safety. <http://lacity.us13.list-manage.com/track/click?u=bd1bb0f9ad454a1c5a484c0e2&id=cc0bb0db9&e=5737537d5f> In U.S. passenger vehicle crashes from 2005 to 2014, 31 percent were caused by speeding – a close second only to alcohol. The NTSB study endorses a variety of tools that are already a part of the Vision Zero playbook, including traffic calming devices like curb extensions and new standards for setting speed limits.

To read a synopsis of the report, click here. <http://lacity.us13.list-manage.com/track/click?u=bd1bb0f9ad454a1c5a484c0e2&id=c690efc1e8&e=5737537d5f>

HAIKUS AND STREET ART IN MAR VISTA

How can art change the way we engage with our streets? On Venice Boulevard in Mar Vista, LADOT Artist in Residence Alan Nakagawa invited local residents to write haiku poetry about the experience of traveling LA's roads. Here are just a few examples of the creativity of local residents:

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<https://gallery.mailchimp.com/bd1bb0f9ad454a1c5a484c0e2/compresseds/f07cd173-7231-427a-9ba7-17e9a504fb73.jpg>

Alan also created an ingenious, interactive artwork called "Street Perfume," which is located at a bus stop on Venice Blvd. near Centinela and allows visitors to stick their hand in a machine and receive a spray of perfume that represents LA's unique qualities. The rotating perfumes include scents called "Into Town," "Economic Development," and "Hollywood Springtime." Check out articles in CityLab <http://lacity.us13.list-manage.com/track/click?u=bd1bb0f9ad454a1c5a484c0e2&id=d1a68a7457&e=5737537d5f> and Mental Floss <http://lacity.us13.list-manage.com/track/click?u=bd1bb0f9ad454a1c5a484c0e2&id=7cd01905c7&e=5737537d5f> for more on this exciting addition to the street.

<https://gallery.mailchimp.com/bd1bb0f9ad454a1c5a484c0e2/images/cafe42fe-2179-4a08-81bd-3c9457ba143e.jpg>

MEET THE NEWEST VZLA STAFF

Over the last year we've doubled the size of the Active Transportation team at LADOT, which now includes new experts in bike and pedestrian safety design, community outreach, and project management. Follow us on Twitter at @VisionZeroLA <http://lacity.us13.list-manage.com/track/click?u=bd1bb0f9ad454a1c5a484c0e2&id=c01ecaaeba&e=5737537d5f> for bios and other information about our new staff!

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A SNEAK PEAK AT THE NEW VISION ZERO PSA

We've collected some serious star power for a new video about Vision Zero! LA Rams punter Johnny Hekker and Mayor Eric Garcetti teamed up in a fun, entertaining PSA about the importance of safe streets throughout the city. We are putting the finishing touches on this video and look forward to debuting it later this month!

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